



Ipsos Public Affairs
The Social Research and Corporate Reputation Specialists

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General Services Administration



Federal Acquisition Service
Authorized Federal Supply Schedule Price List

Advertising and Integrated Marketing Solutions (AIMS)

Standard Industry Group 541

Ipsos-Reid Public Affairs, Inc.

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usgovernment@ipsos.com

[Website \(Click Here\)](#)

Business Size: Other than Small Business

Contract Number: GS-07F-0106Y

Contract Period: November 22, 2011 through November 21, 2016



On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: GSAAdvantage.gov.

GS-07F-0106Y



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1. ABOUT IPSOS

Ipsos is the second largest research company in the world. It is the only large global research company primarily managed by researchers and focused solely upon survey research.

Ipsos was founded in 1975. Our total global revenue in 2010 was over \$1.6 billion USD. Since our inception, we have focused on providing specialized research services to our clients with a particular focus on the media and political polling. We have offices in over 80 countries and conduct research in more than 120 countries. We have over 16,000 full-time employees and we interview over 20 million individuals every year.

Ipsos Public Affairs is the part of Ipsos Group that is focused primarily on public sector research. Based in Washington D.C., the team's focus is on work for the federal government and broader Washington market. Their work spans a range of US Government departments, transnational organizations including the World Bank, charities, NGOs, and associations.

Ipsos Public Affairs is a strictly nonpartisan research organization, and does not undertake work for politicians, candidates, or parties.



2. CUSTOMER INFORMATION

1a. Table of awarded special item numbers:

SIN	Description
541 4A	Market Research and Analysis Services include, but are not limited to: <ul style="list-style-type: none">• Customizing strategic marketing plans• Branding initiatives• Creating public awareness of products, services, and issues• Targeting market identification and analysis• Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies• Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results• Establishing call centers (in relation to services provided under this schedule)

See awarded price on Page 6

- 1b. Lowest Price: **Interviewer / Coder at \$32.24 per hour**
- 1c. Labor Category Descriptions: **See Page 7**
2. Maximum order: **\$1,000,000**
3. Minimum order: **\$100**
4. Geographic coverage: **Domestic, 50 States, Washington DC, Puerto Rico, US Territories**
5. Point(s) of production: **N/A**
6. Discount from list prices or statement of net price: **Prices shown are net**
7. Quantity discounts: **1% on orders greater than \$250,000**
8. Prompt payment terms: **Net 30 Days**
- 9a. Government purchase cards **are** accepted for all purchases up to the micro-purchase threshold
- 9b. Government purchase cards **are** accepted above the micro-purchase threshold.
10. Foreign items: **Not Applicable**
- 11a. Time of delivery: **To be negotiated with the ordering agency on each task order**
- 11b. Expedited Delivery: **To be negotiated with the ordering agency on each task order**
- 11c. Overnight and 2-day Delivery: **To be negotiated with the ordering agency on each task order**
- 11d. Urgent Requirement: **To be negotiated with the ordering agency on each task order**



12. F.O.B. point: **Destination**
- 13a. Ordering address:
**Ipsos Public Affairs
Attn: Julia Clark
1146 19th Street, NW
Suite 200
Washington, DC, 20036**
- 13b. Order Procedures: **The ordering procedures and information on Blanket Purchase Agreements (BPAs) are found in FAR 8.405-3.**
14. Payment address:
**Ipsos Public Affairs
Attn: Julia Clark
1146 19th Street, NW
Suite 200
Washington, DC, 20036**
15. Warranty provision: **Standard commercial warranty.**
16. Export packing charges: **Not Applicable**
17. Terms and conditions of Government purchase card acceptance: **Accepted for all orders.**
18. Terms and conditions of rental, maintenance, and repair: **Not Applicable**
19. Terms and conditions of installation: **Not Applicable**
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices: **Not Applicable**
- 20a. Terms and conditions for any other services: **Not Applicable**
21. List of service and distribution points: **Not Applicable**
22. List of participating dealers: **Not Applicable**
23. Preventive maintenance: **Not Applicable**
- 24a. Special attributes: **Not Applicable**
- 24b. Section 508 Compliance Information: **Not Applicable**
25. Data Universal Number System (DUNS) number: **121488923**
26. Ipsos-Reid Public Affairs, Inc. **is registered** in Central Contractor Register (CCR) database.



3. PRICE LIST

Labor Category <i>Rates are Hourly</i>	Year 1 (11/22/11 - 11/21/12)	Year 2 (11/22/12 - 11/21/13)	Year 3 (11/22/13 - 11/21/14)	Year 4 (11/22/14 - 11/21/15)	Year 5 (11/22/15 - 11/21/16)
Level 8: President/CEO	\$352.30	\$362.87	\$373.75	\$384.97	\$396.51
Level 7: Senior Vice President	\$271.91	\$280.07	\$288.47	\$297.13	\$306.04
Level 6: Vice President	\$138.93	\$143.10	\$147.40	\$151.82	\$156.37
Level 5: Director	\$117.10	\$120.61	\$124.23	\$127.96	\$131.80
Level 4: Senior Research Manager	\$100.23	\$103.24	\$106.34	\$109.53	\$112.81
Level 3: Research Manager	\$79.39	\$81.77	\$84.23	\$86.75	\$89.36
Level 2: Research Associate	\$79.39	\$81.77	\$84.23	\$86.75	\$89.36
Level 1: Production Coordinator / Interview Supervisor	\$48.63	\$50.09	\$51.59	\$53.14	\$54.73
Interviewer / Coder	\$32.24	\$33.21	\$34.20	\$35.23	\$36.29

Note: Rates include the 0.75% IFF



4. LABOR CATEGORIES

Labor Category	Minimum Education	Minimum Experience	Description
Level 8: President/CEO	MA/MS and advanced degrees	20+	Overall organization management, responsible for staff assignments and resourcing, as well as oversight of work quality across the business.
Level 7: Senior Vice President	BA/BS and advanced degree(s); PhD for Senior Analysts	12+	Oversight and management of one or more clients or contracts (size-dependent); business management experience and specialism leader both inside and outside the organization. Very senior technical analysts with area specialisms.
Level 6: Vice President	BA/BS minimum, advanced degrees common	8+	Responsible for management and delivery for one or more clients or contracts (size-dependent); leadership skills and personal management experience, technical skills related to specialism area
Level 5: Director	BA/BS minimum	5+	Senior technical staff or experts who focus on specific projects or jobs and execute tasks related to that job; oversees smaller jobs and assists Level 3s in management of large projects. Technical skills related to specialism area. Responsible for
Level 4: Senior Research Manager	BA/BS or equivalent experience	4+	Mid-level staff with good technical skills and general experience as well as some area-specific expertise. Responsible for project execution and deliverables (prior to signoff from more senior staff). Skilled managers and strong technical aptitude for some roles.



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Level 3: Research Manager	BA/BS or equivalent experience	1+	Mid-level to junior staff who perform project tasks with some or minimal supervision (depending on experience).
Level 2: Research Associate	Require BS, BA or degree in process	0+	Junior research staff who work under supervision by Level 5 or Level 6 individual. Performs tasks such as proofreading, literature searches and general support on all stages of research projects
Level 1: Production Coordinator / Interview Supervisor	BA/BS preferred, experience can be substituted	2+	Oversees and manages production and administrative roles, including management of Level 9 staff. Experienced in their roles and provide guidance to more junior staff. Telephone supervisors oversee all telephone interview work and ensure quality standards are met.
Interviewer / Coder	HS graduate minimum	0+	Conduct interviews according to protocol, accurate data entry and coding.